Wines Working Session

July 15, 2008

Agenda

- Introduction – Javier Santos
- What's New for 2009/2010? - Tamara Jakes
- IMAGE Information – Brent Whetstone
- Merchandising Promotions Tracking System –Leanne Lehmkuhl
- Applications Deadlines - Courtenay Wint
- Inventory Management – Henry Chan
- Q&A

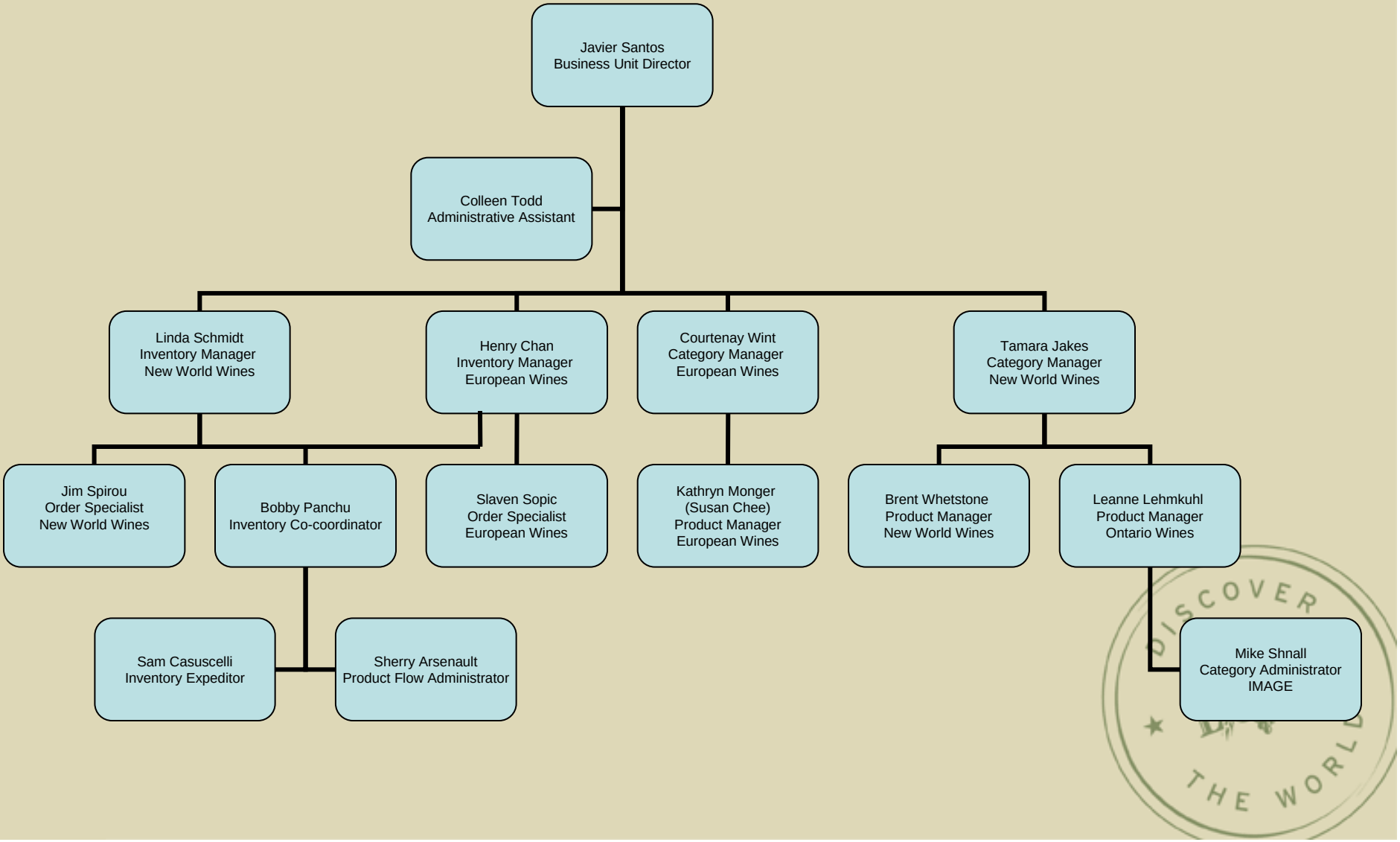
This presentation is available in full on the LCBO trade resources website under "what is new" or

http://www.lcbotrade.com/resources_documents.htm

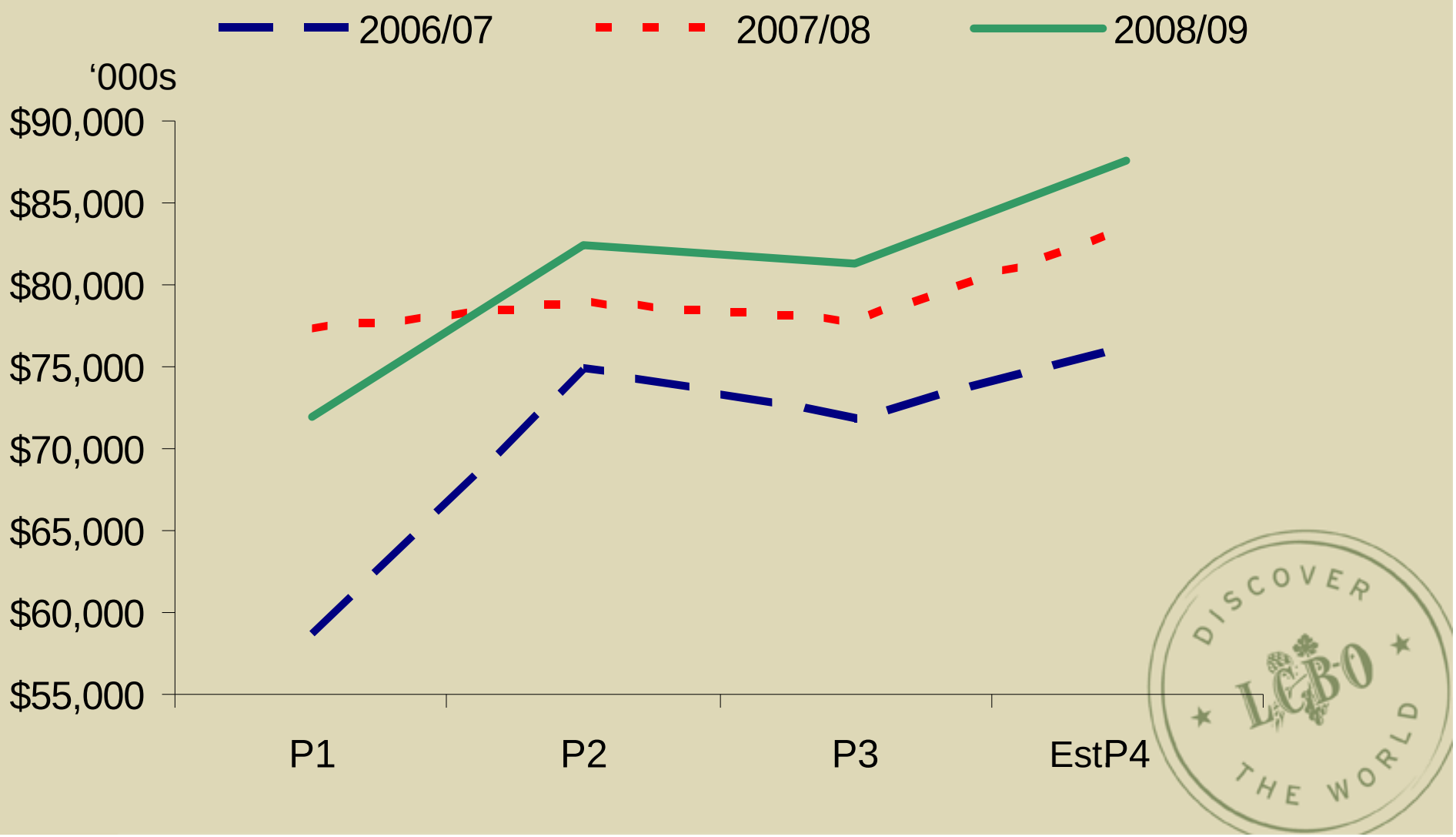
Introduction

Javier Santos

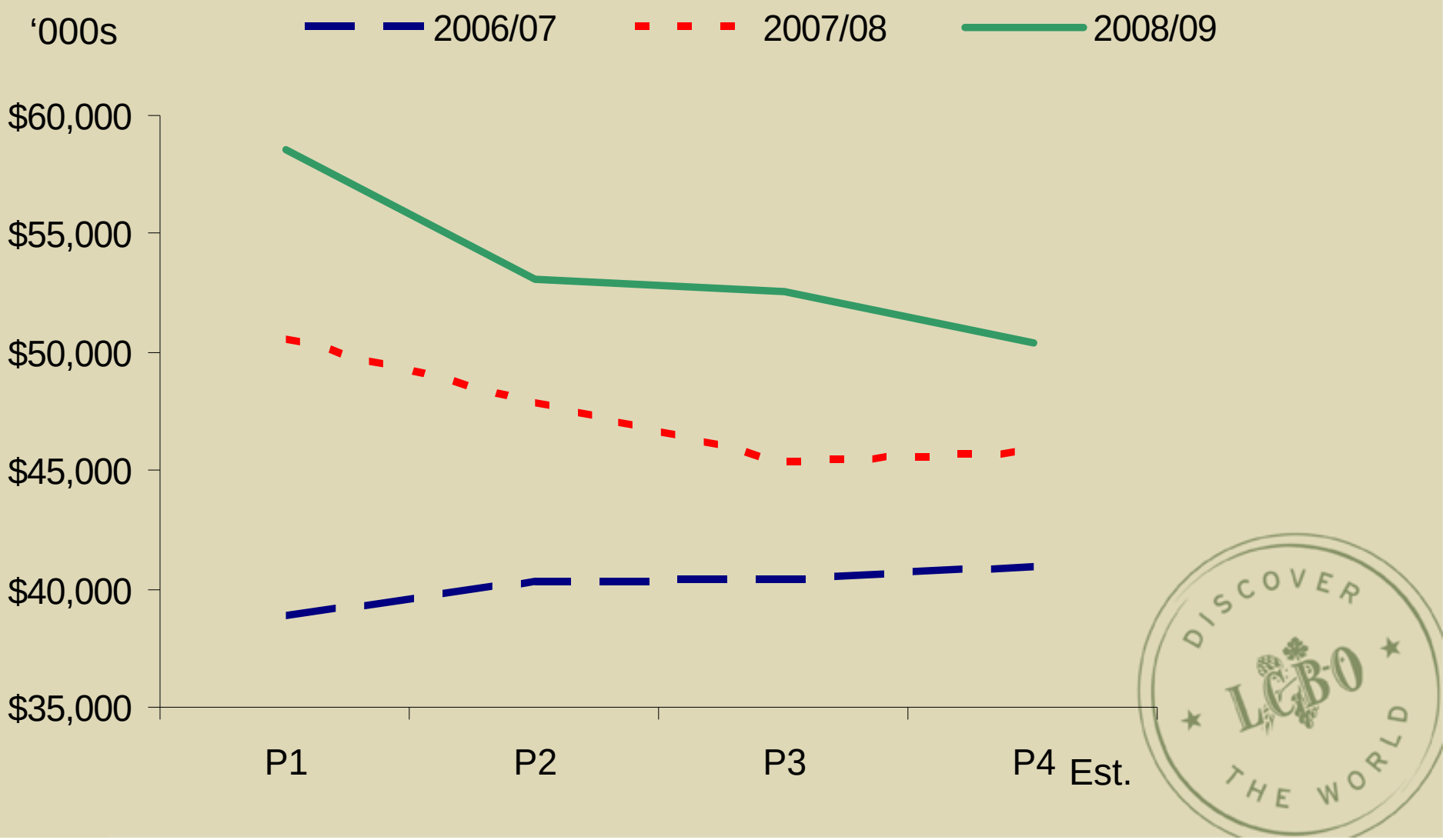
Wines Category Org. Chart



Sales: +1.4% vs LY, -0.9% vs Plan



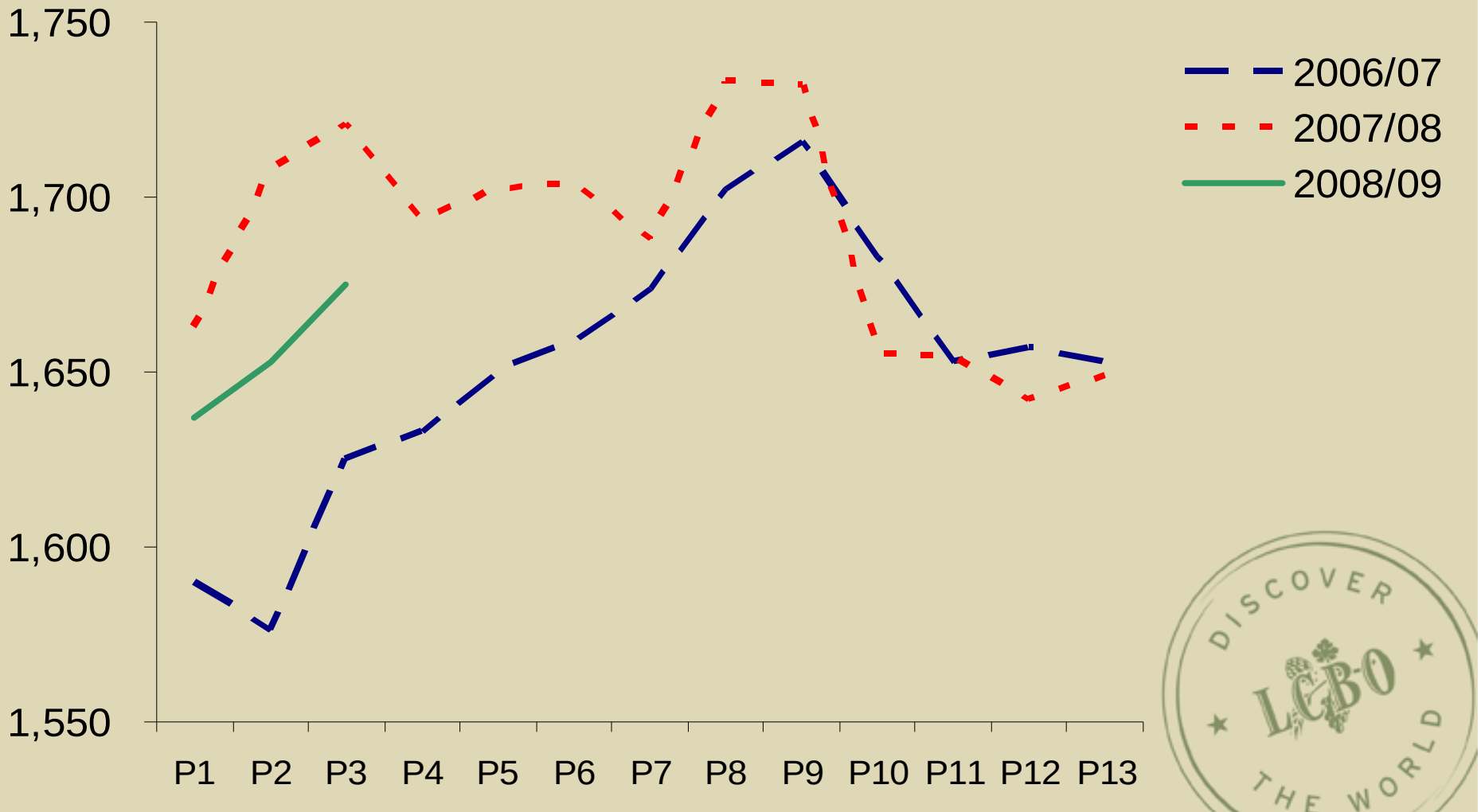
Inventory: +11% vs LY, +4.1% vs Plan



240 slow-moving items

	# SKUs	SOM	NEW	>1Yr.
All SKUs	1,673			
Domestic	478			
Imported	1,195			
Non Still	178			
Still Wine	1,017	100%	131	
>5,000 Cs	333	79%	5	
>2K - <5K	324	15%	6	
>1K - < 2K	**224**	**5%**	**29**	195
<1,000 Cs	136	1%	91	45
				240

Total SKU count to be reduced to 2006/07 levels



Next steps

1. 45 New imported items until P10
   - New Open-to-force tool
2. Delist/Rebate process: P5 – P10
3. New Products evaluation: 2009
   - Nouveau and Seasonal Roses call: 2008
   - South African Call: November 14th, 2008

What is new for 2009/2010?

Tamara Jakes

What is New for 2008/2009?

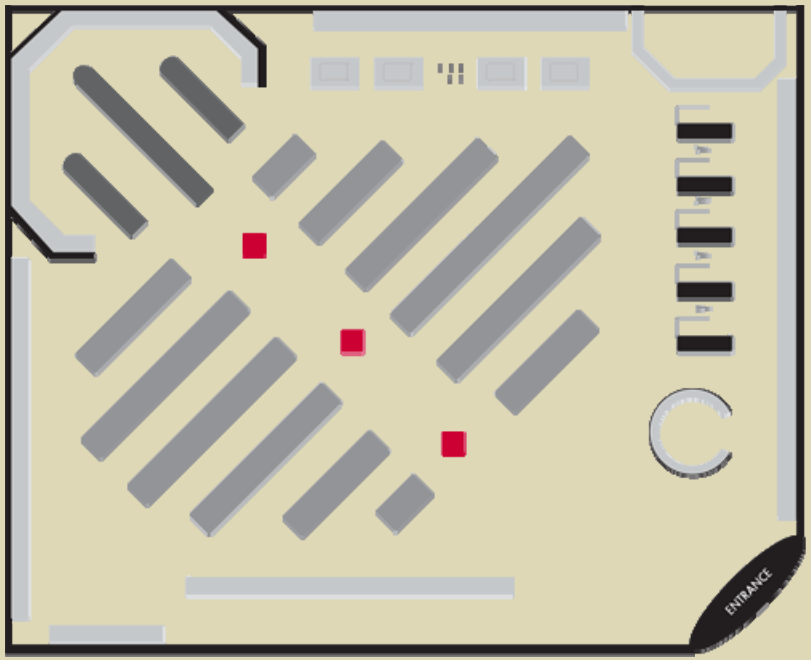
- POD update
- Mini Thematic update
- Themes
- MPTS billing changes

POD Displays

- Three free-standing displays
- For HOT, NEW and PREMIUM products
- Special signage
- Advertising
- By invitation only

DISCOVER LCBO THE WORLD

POD Displays



- Primary location
- In top destination stores (77 stores)

NEW POD Displays

- NEW POD is the most prominently displayed
- Must relate to overall theme
- ALL products must be new (less than 12 months)
- Advertising – one product must be featured in FSI

DISCOVER LCBO THE WORLD

NEW POD Displays

- Tastings <u>required</u> in participating stores (currently 77 stores)
  - E.g. $265x77 stores = $20,405 (all in)
- NEW: Tastings are booked via Dave Smith for participating stores
- Total cost: POD + FSI + Tastings
- i.e. = $46,705 ($17,400 + $8,900+ $20,405)
- Opportunity for NEW PRODUCT LAUNCH
  - Details can be discussed with Category Management Teams

HOT/PREMIUM POD Displays

- HOT and PREMIUM PODs
  - Must relate to overall theme
  - Showcase 2,3 or 4 products
  - One product must be advertised in FSI
  - Cost $17,400 per POD (divided by # of participants – Max 4)
  - PLUS $8,900 for FSI spot (one SKU)
  - Total = $26,300 ($17,400+$8,900)
  - Tastings strongly <u>recommended</u>

Mini Thematics

- Mini Thematics
  - There will be fewer Mini thematics in the upcoming promotional period (13 total – 5 for Wines)
  - Reduction of competing themes/advertising and promotion occurring at one time (i.e. one per period, except P8 & P9).
  - Each promotion will be specifically tailored to meet the business needs for the mini theme

Mini Thematics

Calendar of Wines Mini Thematics

- 2009/2010
  - PT4 – VQA
  - PT8 – Bordeaux
  - PT12 – Southern Italy
  - PT13 – Argentina
- 2010/2011
  - PT3 – Chile

Mini Thematics

The promotional elements and costs will be released on the following dates (approximately one month prior to deadlines for applications):

- PT 4,5,6,7 – End of September
- PT 8,9 – End of November
- PT 12,13 – End of March
- PT 1,2,3 – End of April

Themes

- Local Restaurateurs - shared
  - A summer promotion pairing products with recipes from local Ontario restaurants
- Value – shared
  - Opportunity to showcase value products including large format offerings
- Medal Winners – shared
  - Top Wines with accolades
  - Medal winners from around the world
  - Shared ends by country
- White Wines 101(including sparking)
  - A continuation of the Red Wines 101 theme
  - Focus on varietals and regions
- France – shared

MPTS billing changes

- Will be going entirely to POST billing on all IMAGE programs (effective date Period 1, 2009)
- Last pre-billed promo will be in October for PT13
- Will greatly reduce the number of revised invoices
- Will mean you are not paying in advance for programs
- Allows time to get appropriate funding for billing so…
- Please be reminded that you are required to pay upon receipt of your invoice

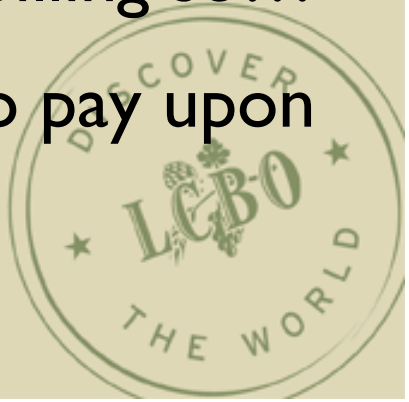


IMAGE Information

Brent Whetstone

Image Information

- Rules
- Strategy
- Housekeeping
- Shelf Extenders
- Discovery Extenders
- Discover our Community

Rules

IMAGE Rules (a reminder):

- No same on same value adds
- No below floor LTOs
- Minimum BAMs must be adhered to
- 4 LTOs per sku per 13PTs
- No back to back promotions

Strategy

- LTOs on larger size formats or premium products
- Value products prefer BAMs not LTOs
- NEW: No Necktags with quantities less than 200 cases will be approved. If the submitted quantities are less, they will be declined.
- NEW: We are limited in the number of contests we can approve. All submissions will be evaluated on their perceived value. If approved contest rules must be submitted immediately – Please be accurate and consistent.

Housekeeping

- Once an application has been accepted, it is our expectation that you will honour your commitment
- Approvals are based on submissions at the time of review, they are not placeholders for future switch-outs.
- Changes to approved programs will ONLY be accepted with a valid business case

Shelf Extenders

- Community Extenders (285 stores)
- Discovery Extenders (79 stores) for NEW and NICHE products (later deadline dates)
- Regular Extender – each location has a unique store distribution
  - i.e. 17 extenders in 250 stores, 2 in 137, 3 in 112, 5 in 102, 2 in 35 and 2 in 18)
- PM/CMs decide on Extender locations– based on sales, distribution and relevance to thematic (e.g. product will be given appropriate size extenders by PM/CM)
- Expectation is that budgets will cover the largest possible distribution (i.e. approx. 250 stores)

Discover our Community

- NEW: MPTS online applications for October
- Must be connected to a local event and the stores selected must be within the geographical region and may not exceed 30.
- Only one DOC program per store at a time

Discover our Community

- The supplier must get approval from District Manager(s) first
- Duration of up to 4 weeks
- Featuring up to 3 products, provided they directly connect to the local community event (title or key sponsor; or ethnic product for ethnic festival)

Discover our Community

- The display will be located on one Discretionary End Aisle in each participating store; the location of the display is not open to negotiation.
- A vinyl cling for the chalkboard is permitted if the design is done in a chalk style that has been approved by the appropriate Product Manager
- Support is encouraged

Merchandising Promotions Tracking System

Leanne Lehmkuhl

Merchandising Promotions Tracking System

- All new promotional programs P4 2009-P2 2010, will be updated on to MPTS by mid September
- An updated User's Manual will be placed on the LCBO Trade Resources Website, by mid September
- Technical Support will be handled by the LCBO Help Desk. Please email your concerns to servdesk@lcbo.com available from 8:00 – 16:30 EST, Monday to Friday (excluding Statutory Holidays)

Merchandising Promotions Tracking System

MPTS Housekeeping

- Late submissions will be immediately declined unless requested by the Category
- Promotional forecasts are required when applying for all IMAGE programs
- For new products, we require two weeks to process requests for temporary LCBO numbers. Please complete the request form and email to mike.shnall@lcbo.com

MPTS FAQs

- **Q: How do I apply for a promotional program in MPTS that has been cancelled or declined?**

- A: Submit a Change Request into MPTS to apply for the promotional program with full details such as LTO or BAM amount and Billing Party.

MPTS FAQs

- **Q: When do I submit a late application versus a request for change application?**

- A: If the application already exists (even if it has been declined), then a change request is submitted. A late application is ONLY used for a brand new submission after the application deadline date.

MPTS FAQs

- **Q: Do I need to enter a forecast into MPTS for a late application that has been requested by the Product/Category Manager?**

- A: Yes, a forecast is required for all applied program applications. If the late application is entered after the Agent deadline for forecasts has passed, enter the forecast at the time of submission. If the late application is entered prior to the Agent deadline for forecasts, enter the forecast by the Agent deadline. This information is critical, and will save Mike Shnall time in requesting the forecast from you.

MPTS FAQs

- **Q: What promotional programs require detailed information and which fields in MPTS need to be entered?**

- A: Approved programs for End Aisle, FSI, Mini-Thematic , Shelf Talkers , and PODS. Enter your detailed information in the Tasting Notes and Food Pairing fields in MPTS (maximum 225 characters - combined). The other fields are optional for the Wines Category. As a reminder, unlike Forecasts, detailed information can only be entered into MPTS after the promotional program has been approved.

MPTS FAQs

- **Q: How do I apply for a Contest in MPTS?**

- A: Enter your submission into MPTS under "Contest" and enter the Contest Name, Billing Party, and Type (Applied). Also, at the same time, enter a separate application into MPTS for the Contest Type as required such as a Value Add or Necktag. As a reminder, please refer to the Supplier Review Form to ensure that your contest rules meet all LCBO requirements for contest rules prior to submitting them. If you do not have a Supplier Review Form from a past contest, you may request one.

MPTS FAQs

- **Q: When I enter my applied quantities into MPTS for a Value Add or Necktag program, should I enter cases or units?**

- A: Ensure that you only enter the applied quantities in cases. Also, on the application in MPTS for Value Add and Necktag programs there is a note that states "All quantity fields are in cases."

Application Deadlines

Courtenay Wint

Application Deadlines

Deadlines for:

- Display/Sold Space Applications
- Detailed Information & Forecasting
- Discovery Extenders applications

Application Deadlines

Promotional Turn	Period Dates (excpet 9 & 10)	Thematic	AGENT DEADLINE Sold Space Applications	AGENT DEADLINE Stand Alone Support & Discover Extender Applications	AGENT DEADLINE forecasts and detailed information for approved
2008/09					
11/08	Jan 4 - 31/09	**The Great Indoors**	October 26/07	May 9/08	July 25/08
12/08	Feb 1 - 28/09	**Red**			
13/08	Mar 1 - 31/09	**Meet The Makers**			
2009/10					
01/09	April 1 - April 25/09	**Spain & Portugal**	October 26/07	July 25/08	October 24/08
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03/09	May 24 - June 20/09	**White Spirits**			
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06/09	Aug 16 - Sept 12/09	**Local Restauranteurs**			
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08/09	Oct 11 - Nov 7/09	**Whisky**		January 23/09	May 8/09
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2010/11					
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Display/Sold Space Applications

- Hero, Ends, Shelf Extenders (Regular and Community) , FSIs & Mini-Thematics and their support programs are due:
- PT 4-13 09/10 - October 24, 2008
- PT 1-3 10/11 - October 24, 2008

Application Deadlines

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Stand Alone Applications

- Discovery Extenders, LTOs, BAMs, BBAMs, VAs, Contests Necktags & Shelf Talkers are due:
- PT 4-7 09/10 - October 24, 2008
- PT 8-10 09/10 – January 23, 2009
- PT 11-13 09/10 – May 8, 2009
- PT 1-3 10/11 – July 24, 2009
- When applying for Bundling Air Miles, please ensure the correct option is entered.

Application Deadlines

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Detailed Information & Forecasting

- Forecasting for all approved programs and detailed information for Hero, Ends, FSIs, Shelf Talkers, and Mini-Thematics are due:
- PT 11-13 07/08 – July 25, 2008
- PT 1-3 08/09 - October 24, 2008
- PT 4-7 08/09 - January 23, 2009
- PT 8-10 08/09 – May 8, 2009
- PT 11-13 08/09 – July 24, 2009
- PT 1-3 09/10 - October 30, 2009

This deadline is also for: Contest rules and regs, VA & NT samples

Detailed Information & Forecasting

- Reminder that it is imperative to complete the Tasting Note and Food Pairing areas when entering online Detailed Information in the MPTS as we receive a high volume of incomplete information for these areas.

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Upcoming Deadlines Date

July 25th, 2008 the following is due :

- PT 1-3 09/10 Discovery Extenders and all Stand Alone promos - LTOs, BAMs, BBAMs, VAs, Necktags, & Shelf Talkers
- PT 11-13 Forecasting for all approved programs and detailed information for Hero, Ends, FSIs, Shelf Talkers and Mini Thematics are due

In 10 Days Folks

Upcoming Deadlines Date

October 25th, 2008 the following is due :

- PT 4-13 09/10 and PT 1-3 10/11 Hero, Ends, FSIs, Shelf Talkers, and Mini Thematics
- PT 4-7 09/10 Stand Alone - LTOs, BAMs, BBAMs, VAs, Contests Necktags & Shelf Talkers
- PT 4-7 09/10 Discovery Extenders and PODs
- PT 1-3 09/10 Forecasting for all approved programs and detailed information for Hero, Ends, FSIs, Shelf Talkers, and Mini Thematics are due

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Detailed Information & Forecasting

- Please forward all of your Value Add and Neck Tag samples to Mike Shnall for review and approval including ones that have been previously approved for prior promotions. Please forward any outstanding samples for PT-11, PT-12, and PT-13 by July 25, 2008.
- Value adds and Neck Tags must be determined by application date. TBC or TBA will be declined automatically

Inventory Management

Henry Chan

Purchase Order Confirmations

- Suppliers are expected to confirm the receipt of the LCBO purchase order(s) within 72 hours of it being auto-faxed or transmitted via E.D.I.
- We would like P.O. confirmations and change notifications faxed to the Wines Category;

  Attention: Sam Casuscelli at 416-365-5911 and if the changes can be made on the actual P.O. sent (note the header page) and re-faxed that would be helpful. Your other option is to e-mail confirmations to: wines.orders@lcbo.com

Purchase Order Confirmations

- If there are any changes to the order, those changes need to be communicated to us as soon as possible. This includes price changes, change in quantity, change in ship date, availability of product, etc. If there is a quantity change and the order was to ship as a full truck/container, we would like to substitute other products on the order to maximize containerization. Please do not hold up shipping a container if a sku is out-of-stock; you run the risk of stocking out of all skus if the P.O. doesn't ship on time.
- All changes to the purchase order must be communicated to the Wines Category; the forwarder should not be advising us of these adjustments.
- SHIP DATE DEFINITION; Please remind suppliers that "Ship Date" is defined as the date the LCBO expects the product is ready to be shipped/picked up by our designated freight forwarder.

Inventory Management

OTHER **HELFPUL REMINDERS**

- **Canada Customs Invoices, and Bills of Lading and NAFTA Certificates –** must accompany the order; NAFTA Certificates to attract lower duty rates for new brands
- **Payment on Purchase Orders -** are upon receipt Based on B/L (invoices are not required)
- **Product Availability –** advance notice with an availability date
- **Warehouse Inventory Terminology –** In Bond means available

Inventory Management

QUICK and HELFPUL REMINDERS (continue)

- **Freight Forwarders/Carriers –** new forwarders as of July 1st, supplier must book appointment times in advance
- **Narrowcast Reports –** please sign up, it is to your advantage!
- **External Promotions –** please consider inventory and supplier lead times to replenish

Vendor Name Changes

- **If your supplier is changing it's Trading Name, and/or Ownership, the Supplier is required to provide us notification on current/old Letterhead. If current/old letterhead isn't available; we require a copy of the legal document (in English) advising us of the change. The New letterhead won't be accepted. Letter must be signed.**
- **The letter must provide us with the effective date, Current Vendor Number, Name, Address, and details along with the New Vendor Name, Address and details. The Agent should also be confirmed. Banking information associated with the Name/Ownership change should also be updated. To make this request, please go to www.lcbotrade.com and click on Accounts Payable (under Quick Links Heading), click on Forms (under Accounting Heading), click on Electronic Application & E-mail Notification Form and complete per instructions. This should be done in tandem with sending in the letter to the Wines Category.**
- **Note: If we are not notified of the change in time, and we make a payment to the previously named (old) supplier, we will not be resubmitting payment under the new supplier name as we are liable under one Supplier name only.**
- **The vendor of record is the owner of the brand, not a 3rd party producer or negociant. Please note a vendor can have only one shipping term (FOB or EXC) regardless of multiple shipping points.**

Critical and Expedite Lists

- The beginning of each week, brands (A,B & Seasonal Brands) with less than 2 weeks of inventory and promotional brands are identified on the Critical List.
- These brands are placed on the Expedite List if the containers are available at the terminal.
- Receivals are checked daily against the Critical List for warehouse transfers.

Inventory Management

THE KEY IS COMMUNICATION!

Q & A